

ATTACHMENT 5
(to APPENDIX A)



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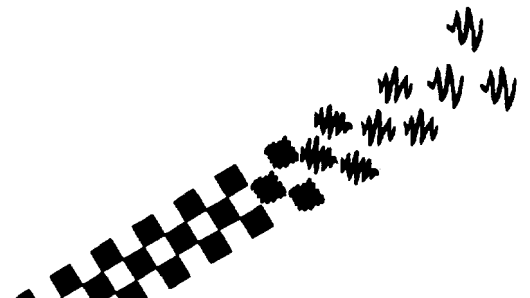
Summary of
Commercial Network
Educational Children's Television
Average Weekly Minutes/Hours
1975 to 1995

Criteria

Attached is the original research data conducted by Rushnell Communications in 1990, encompassing educational children's programs telecast by ABC, CBS and NBC for 1975, 1980, 1985, and 1990.

This material has been updated for 1995 based upon projected educational programs by the three original networks, plus FOX.

The following calculations include programs of all duration, including public service announcements, which were *specifically designed as educational*. Short form programs, such as ABC Schoolhouse Rock, are deemed just as potentially beneficial to a child, in terms of their cumulative educational value, as programs of longer duration. Likewise, 30 or 60 second PSA's which were *specifically designed as educational*, such as NBC's "The More You Know," FOX's "Self Esteem Minutes," CBS's "What's On Your Plate" or ABC/Library of Congress' "Cap'n O. G. Readmore", have been included in the tabulation. Conversely, PSA's which were not specifically designed, or created by the network to be educational, were not counted.



Summary of
Commercial Network
Educational Children's Television
Average Weekly Minutes/Hours
1975 to 1995

<u>1975</u>	<u>Average weekly minutes</u>	<u>Average weekly hours</u>	<u>Rounded</u>
ABC	80	1:20	
CBS	457	7:37	
NBC	48	:48	
		9:45	(9 3/4 hours)
<u>1980</u>			
ABC	166	2:46	
CBS	419	6:59	
NBC	95	<u>1:35</u>	
		11:20	(11 1/4 hours)
<u>1985</u>			
ABC	58	:58	
CBS	57	:57	
NBC	13	<u>:13</u>	
		2:08	(2 1/4 hours)
<u>1990</u>			
ABC	40	:40	
CBS	42	:42	
NBC	-	<u>-</u>	
		1:22	(1 1/2 hours)
<u>1995</u>			
ABC	128	2:08	
CBS	105	1:45	
NBC	118	<u>1:58</u>	
		5:51	(5 3/4 hours)
			or
FOX	200	3:20	(9 hours) including FOX

1975

* Total minutes from occasional programs are divided by 52 to arrive at average weekly minutes.

ABC 1)
2) 3)

<u>(Premier Yr)</u>		<u>#TC Sat</u>	<u>#TC Sun</u>	<u>#TC WkDays</u>	<u>Minutes</u>
('72)	Schoolhouse Rock	4:(x5)	4:(x2)		28
('71-'76)	Make A Wish		30:(x1)		30
	PSA's	4:	2:		6
('72)	After School Spec			60:(x14 yr)	<u>16*</u> 80 min.

CBS 4)
5)

('76-'86)	IN THE NEWS	2:30(x10)	2:30(x2)		30
('72)	Fat Albert	30:(x1)			30
	CBS CHILDREN'S Film Festival/ Lively Arts	60:(x1)			60
	Marshall Efron Painless				
	Sun School		30:(x1)		30
	Capt. Kangaroo			60:(x5)	300
	What's It All About		120:(x3yr)		<u>7*</u> 457 min

NBC 6)
7) 8)

	Special Treat			60:(x13yr)	15
('73-'76)	Go USA	:30(x1)			30
	PSA's	3			<u>3</u> 48 min

Sources

- 1) Own files & David Horowitz, ABC PR Dept; Steve Nenno, ABC Prog. Admins.
- 2) George Woolery, Children's Television the 1st 35 Years, (Scarecrow Press, 1985)
- 4) IBID
- 7) IBID
- 3) Nina David, TV Season 76-77, (Phoenix, Oryz Press, 1978)
- 5) IBID
- 8) IBID
- 6) George Heinemann, former VP Children's Programs, NBC Rushnell Co., Inc., 1990

1980

ABC 1)
2) 3)

<u>(Premier Yr)</u>		<u>#TC Sat</u>	<u>#TC Sun</u>	<u>#TC WkDays</u>	<u>Minutes</u>
('72)	Schoolhouse Rock	4:(x4)			16
('78-'79)	Dear Alex & Annie		4:00(x2)		8
('77)	Weekend Special	30:(x1)			30
	PSA'	5:	1:00		6
('76-'80)	Animals Animals				
	Animals		30:(x1)		30
('78-'81)	Kids Are People Too		60:(x1)		60
('72-)	ABC Afterschool Spec			60:(14 yr)	60 16
					166 min

CBS 4)
7) 8)

('76-'86)	IN THE NEWS	2:30(x8)	2:30(x4)		30
('78)	30 Minutes/ Razmataz	30:(x1)			30
	CBS Young People's Concerts		60:(x4yr)		7
('73-'78)	Marshall Efron				
	Sun School		30 (x1)		30
	Captain Kangaroo		60:(x5)		300
	What's It All About		60:(x2yr)		3
('79)	CBS Library Spec		60(x4yr)		7
('78-'81)	CBS Afternoon Playhouse			60(x10yr)	<u>12</u>
					419 min

NBC 5) 6)
9) 10)

('79-'80)	Ask NBC News	1:30(x3)			4.5
('78)	Metric Marvels	3:00(x3)			9
('79)	Time Out	1:30(x3)			4.5
('79)	How To Watch TV/	2:00			2
('79-'80)	PSA's				
('79-'80)	Hot Hero Sandwich	60(x1)			60
('75-'81)	Special Treats			60(x13yr)	<u>15</u>
					95 min

Sources

- 1) Own files & David Horowitz, ABC PR; Steve Nenno.
- 2) George Woolery, Children's Television the 1st 36 Years, (Scarecrow Press, 1985)
- 7) IBID
- 9) IBID
- 3) Nina David, TV Season 76-77, (Phoenix, Oryz Press, 1978)
- 8) IBID
- 10) IBID
- 4) Carolyn Ceslik, CBS, Dir. Children's Programming East
- 5) Mary Alice Dwyer, fmr. V.P. Children's TV, NBC
- 6) Ellen Rodman, fmr. NBC Com. Rel. Director

Rushnell Co., Inc., 1990

1985

ABC 1)

<u>(Premier Yr)</u>		<u>#TC Sat</u>	<u>#TC Sun</u>	<u>#TC WkDays</u>	<u>Minutes</u>
('77)	ABC Weekend Spec	30:(x1)			30
('85)	ABC Finfit	4:(x2)			8
	PSA's	4:			4
('72)	ABC After School Special			60*(x14)	<u>16</u> 58 min

CBS 2)

('76-'86)	IN THE NEWS	2:30(x6)			15
('84)	CBS Storybreak	30:(x1)			30
('84)	CBS Schoolbreak			60:(x10)	<u>12</u> 57 min

NBC 3)

	One To Grow On	2:(x5)			10
	PSA's	3			<u>3</u> 13 min

Sources

- 1) Self; D. Horowitz; S. Nenno
- 2) Carolyn Ceslik
- 3) Ellen Rodman

1990

ABC 1)

<u>(Premier Yr)</u>		<u>#TC Sat</u>	<u>#TC Sun</u>	<u>#TC WkDays</u>	<u>Minutes</u>
('77)	ABC Weekend Spec	30:(except 4th Qt)	(x39wks)		22
	PSA's	2:			2
('72)	ABC After School Special			60:(x14)	<u>16</u>
					40 min

CBS 2)

('84)	CBS Storybreak	30:(x1)			30
('84)	CBS Schoolbreak Spec			60(x10)	<u>12</u>
					42 min

NBC 3)

No Known Educational Programming for Children

Sources

- 1) Self; D. Horowitz; S. Nenno
- 2) Carolyn Ceslik
- 3) TV Guide/NBC Press Announcements/Phyllis Tucker Vincent

Rushnell Company, Inc. 1990

1994/95 Season (Projected)

ABC 1) 2) 3)

Program	Min's (#TC)	Wkends	Min's (#TC)	Wkdays	Average Weekly Minutes
Free Willy	30	(x 52 wks)			30
Fudge	30	(x 33 wks)			19
CRO	30	(x 44 wks)			25
Weekend Special	30	(x 39 wks)			23
Sat. Matinee	90	(x 1 wk)			02
ABC News Spec	90	(x 1 wk)			02
Schoolhouse Rock	04	(x 2 wks)			08
After School Spec			:60	(x 8 wks)	09
PSA's	03	(x 52 wks)			03
Hallmark Spec	120	(x 3 Primetime)			<u>07</u>
					128 mins

CBS 4) 5)

Beakman's World	30	(x 52 wks)			30
CBS Story Break	30	(x 52 wks)			30
Little Mermaid	30	(x 52 wks)			30
PSA's	05	(x52 wks)			05
School Break Spec.	60	(x 9 wks)			<u>10</u>
					105

NBC 6) 7)

Name Your Adven.	30	(x 52 wks)			30
Saved by the Bell	60	(x 52 wks)			60
California Dreams	30	(x 45 wks)			26
PSA's	02	(x52 wks)			<u>02</u>
					118

FOX 8) 9) 10)

FOX Clubhouse	30	(x 5 x 52 wks)			150
Carmen San Diego	30	(x 52 wks)			30
FOX Classics	30	(x 2 wks)			04
PSA's	02	(x 52 wks)	03	(x 5 x 52 wks)	<u>16</u>
					200

SOURCES 1994/95

1. Jennie Trias, ABC President, Children's Programming
2. Mary Connolly, ABC BS & P
3. David Horowitz, ABC Public Relations
4. Judy Price, CBS Vice President, Children's Programming
5. Nancy Sherman, CBS Public Relations
6. Linda Mancuso, NBC Vice President, Children's Programming
7. NBC Marketing
8. Ann Knapp, Director FOX Children's Television
9. Helen Boehm, FOX BS & P
10. Mark Kern, FOX Public Relations

Appendix B

Educational and Informational Children's Programming 1980 and 1994/95

1980 Programs	Network	Length (mins.)	1994/95 Programs	Network	Length (mins.)
Weekend Specials	ABC	30	Free Willy	ABC	30
Animals, Animals, Animals	ABC	30	Fudge	ABC	30
Kids Are People Too	ABC	60	CRO	ABC	30
30 Minutes/ Razmatazz	CBS	30	Weekend Specials	ABC	30
Marshall Efron	CBS	6	Disney's The Little Mermaid	CBS	30
Sunday School*			CBS Story Break	CBS	30
Captain Kangaroo	CBS	300	Beakman's World	CBS	30
Hot Hero	NBC	60			
Sandwich			Name Your Adventure	NBC	30
			Saved By The Bell	NBC	60
			California Dreams	NBC	30
			NBA Inside Stuff	NBC	30
			FOX Cubhouse	FOX	150
			Carmen Sandiego	FOX	30
Total		516 (8.6 hrs.)	Total		540 (9 hrs.)

*This program was only shown 10 times during the summer of 1980. The total number of minutes aired was 300, averaging to 6 minutes per week throughout the year. See George Woolery, *Children's Television The First 36 Years*, Vol. II, Scarecrow Press, 1985, pp. 329-330.

Children's Programming Analysis

November 4 - December 1, 1993

Combined Ranking

Sources: NSI Report on Syndicated Programs, November 1993

NSI Report on PBS Program Audiences, November 1993

NTI Children's Programming Ranking, 11/4-12/01/93

Program Name	Duration	Source	Stns	Mkts	Ranking			Average Audience		
					TVHH	Kids 2-11	Teens	TVHH	Kids 2-11	Teens
Power Rangers - Saturday	30	Fox		Network	2	1	3	4.6	9.9	5.1
X-Men	30	Fox		Network	1	2	2	5.1	8.9	6.9
Taz-mania	30	Fox		Network	4	3	8	3.9	7.7	4.4
Power Rangers	30	Fox		Network	9	4	23	3.4	7.6	2.4
Tiny Toons - Saturday	30	Fox		Network	4	5	9	3.9	7.3	4.1
Bobby's World	30	Fox		Network	9	6	15	3.4	7.0	2.8
Saved by the Bell	30	Rysher/TPE	78	77	6	6	1	3.8	7.0	7.4
Garfield and Friends II	30	CBS		Network	3	8	9	4.1	6.9	4.1
Eek the Cat	30	Fox		Network	9	9	13	3.4	6.7	2.9
Eek/Thunderlizards	30	Fox		Network	14	10	17	3.2	6.5	2.7
Addams Family	30	ABC		Network	16	11	25	3.0	6.1	2.2
Animaniacs	30	Fox		Network	8	12	5	3.5	5.9	4.7
Barney & Friends	30	PBS	219	180	36	12	94	2.1	5.9	0.3
Bonkers	VAR	Buena Vista TV	156	154	32	12	13	2.3	5.9	2.9
Sonic the Hedgehog	30	ABC		Network	21	12	32	2.8	5.9	2.0
Batman - Fox	30	Fox		Network	7	16	6	3.6	5.8	4.5
Garfield and Friends	VAR	Program Exchange	98	98	33	17	22	2.2	5.6	2.5
Tales from the Cryptkeeper	30	ABC		Network	16	17	17	3.0	5.6	2.7
Garfield and Friends I	30	CBS		Network	12	19	20	3.3	5.5	2.6
Teenage Mutant Ninja Turtles I	30	CBS		Network	12	20	17	3.3	5.1	2.7
Bugs Bunny/Tweety Show II	30	ABC		Network	14	21	26	3.2	5.0	2.1
Goof Troop	VAR	Buena Vista TV	157	155	42	21	23	2.0	5.0	2.4
Transformers: Generation 2	VAR	Claster TV	92	91	36	21	26	2.1	5.0	2.1
Tiny Toons - Fox	30	Fox		Network	20	24	11	2.9	4.9	3.5
Disney's Little Mermaid	30	CBS		Network	23	25	38	2.7	4.8	1.8
Bugs Bunny/Tweety Show I	30	ABC		Network	21	26	38	2.8	4.7	1.8
Double Dragon	VAR	Bohbot Comm	79	79	36	26	20	2.1	4.7	2.6
Sonic the Hedgehog I	30	ABC		Network	33	26	47	2.2	4.7	1.6
Teenage Mutant Ninja Turtles II	30	CBS		Network	16	26	32	3.0	4.7	2.0

Children's Programming Analysis

November 4 - December 1, 1993

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Sources: NSI Report on Syndicated Programs, November 1993

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Program Name	Duration	Source	Stns	Mkts	Ranking			Average Audience		
					TVHH	Kids 2-11	Teens	TVHH	Kids 2-11	Teens
Droopy	30	Fox		Network	26	26	43	2.4	4.6	1.7
Biker Mice From Mars	VAR	Genesis Ent.	138	134	45	31	38	1.9	4.5	1.8
Merrie Melodies	30	Fox		Network	26	31	55	2.4	4.5	1.3
Bugs Bunny	VAR	WBDDT	12	12	26	33	26	2.4	4.4	2.1
Jetsons	VAR	Turner Program Srvs	17	16	42	33	38	2.0	4.4	1.8
King Arthur & Knights	VAR	Bohbot Comm	59	7	36	35	32	2.1	4.2	2.0
Winne the Pooh	VAR	Buena Vista TV	117	115	47	36	75	1.7	4.1	0.7
Adventures of Sonic the Hedgehog	VAR	Bohbot Comm	94	93	54	37	43	1.6	4.0	1.7
Cadillacs and Dinosaurs	30	CBS		Network	24	38	26	2.5	3.9	2.1
Darkwing Duck	VAR	Buena Vista TV	140	138	47	38	43	1.7	3.9	1.7
Dennis the Menace Cartoon	VAR	Program Exchange	43	43	54	38	59	1.6	3.9	1.1
Swat Kats: Radical Squadron	30	Turner Program Srvs	48	47	54	38	49	1.6	3.9	1.5
C.O.W.-Boys of Moo Mesa	30	ABC		Network	33	42	56	2.2	3.7	1.2
Speed Racer - New Adventures	VAR	Group W Prod	68	68	47	42	49	1.7	3.7	1.5
Chip & Dale Rescue Rangers Weekend	VAR	Buena Vista TV	113	111	64	44	59	1.5	3.6	1.1
Transformers	VAR	Claster TV	9	9	54	44	15	1.6	3.6	2.8
Conan the Adventurer	VAR	Claster TV	94	91	54	46	36	1.6	3.5	1.9
New Dennis the Menace	30	CBS		Network	26	46	43	2.4	3.5	1.7
Tom & Jerry Kids - M-F	30	Fox		Network	36	46	32	2.1	3.5	2.0
Lamb Chop's Play-A-Long	30	PBS	193	168	75	49	101	1.2	3.3	0.2
Tale Spin	VAR	Buena Vista TV	129	127	64	49	49	1.5	3.3	1.5
Jim Henson's Dog City	30	Fox		Network	47	51	56	1.7	3.2	1.2
Pink Panther	VAR	Claster TV	79	78	70	51	62	1.4	3.2	1.0
Shining Time Station	30	PBS	191	165	75	51	105	1.2	3.2	0.1
Cro	30	ABC		Network	47	54	62	1.7	3.1	1.0
Woody Woodpecker Show	VAR	Program Exchange	22	22	54	54	62	1.6	3.1	1.0
CBS Storybreak	30	CBS		Network	46	56	38	1.8	3.0	1.8
Duck Tales	VAR	Buena Vista TV	83	82	64	56	52	1.5	3.0	1.4
Sesame Street	60	PBS	215	180	77	56	105	1.1	3.0	0.1

Children's Programming Analysis

November 4 - December 1, 1993

Combined Ranking

Sources: NSI Report on Syndicated Programs, November 1993

NSI Report on PBS Program Audiences, November 1993

NTI Children's Programming Ranking, 11/4-12/01/93

Program Name	Duration	Source	Stns	Mkts	Ranking			Average Audience		
					TVHH	Kids 2-11	Teens	TVHH	Kids 2-11	Teens
2 Stupid Dogs	30	Turner Program Svcs	47	46	72	59	75	1.3	2.9	0.7
Beakman's World	30	CBS		Network	26	59	36	2.4	2.9	1.9
Exosquad	VAR	MCA TV	127	126	47	59	26	1.7	2.9	2.1
Hurricanes	VAR	Bohbot Comm	48	48	64	59	78	1.5	2.9	0.6
Mr. Roger's Neighborhood	30	PBS	210	180	77	59	105	1.1	2.9	0.1
Marsupilami	30	CBS		Network	47	64	72	1.7	2.8	0.8
Flintstones	VAR	Program Exchange	49	48	64	65	69	1.5	2.7	0.9
CityKids	30	ABC		Network	54	66	59	1.6	2.6	1.1
Tom and Jerry	VAR	Turner Program Svcs	35	34	64	66	52	1.5	2.6	1.4
ABC Weekend Specials	30	ABC		Network	70	68	78	1.4	2.5	0.6
GI Joe: A Real American Hero	VAR	Claster TV	42	41	72	68	62	1.3	2.5	1.0
New Adventures of Captain Planet	VAR	Turner Program Svcs	160	154	72	68	62	1.3	2.5	1.0
California Dreams	30	Rysher/TPE	64	63	36	71	6	2.1	2.3	4.5
Ghostwriter	VAR	PBS	207	175	81	72	56	1.0	2.2	1.2
Saved by the Bell	30	NBC		Network	16	73	4	3.0	2.1	4.8
Widget	VAR	Zodiac Entmnt	84	84	92	74	78	0.8	1.9	0.6
Casper & Friends	VAR	Claster TV	8	8	87	75	86	0.9	1.8	0.4
Jetsons, The	30	Turner Program Svcs	41	40	77	75	69	1.1	1.8	0.9
Captain Planet & the Planeteers	VAR	Turner Program Svcs	72	70	87	77	72	0.9	1.7	0.8
Likely Story, A	30	Hearst Entmnt	5	5	103	77	94	0.6	1.7	0.3
Not Just News	30	20th TV	71	71	54	79	47	1.6	1.6	1.6
Reading Rainbow	30	PBS	203	168	103	79	105	0.6	1.6	0.1
Mr. Bogus	VAR	Zodiac Entmnt	54	54	97	81	86	0.7	1.5	0.4
Adventures in Wonderland	VAR	Buena Vista TV	153	151	92	82	83	0.8	1.4	0.5
Bots Master	VAR	All American TV	71	71	87	82	72	0.9	1.4	0.8
Where in the World is Carmen Sandiego?	30	PBS	210	178	103	82	86	0.6	1.4	0.4
Xuxa	VAR	MTM/FE	107	106	97	82	86	0.7	1.4	0.4
Around the World in 80 Dreams	VAR	Bohbot Comm	32	32	81	86	105	1.0	1.3	0.1
Bill Nye the Science Guy	VAR	Buena Vista TV	185	183	81	86	62	1.0	1.3	1.0

Children's Programming Analysis

November 4 - December 1, 1993

Combined Ranking

Sources: NSI Report on Syndicated Programs, November 1993

NSI Report on PBS Program Audiences, November 1993

NTI Children's Programming Ranking, 11/4-12/01/93

Program Name	Duration	Source	Stns	Mkts	Ranking			Average Audience		
					TVHH	Kids 2-11	Teens	TVHH	Kids 2-11	Teens
California Dreams	30	NBC		Network	26	86	12	2.4	1.3	3.2
Inspector Gadget	VAR	Bohbot Comm	45	45	92	89	86	0.8	1.2	0.4
Mad Scientist Toon Club	VAR	Saban Entmnt	81	81	97	89	94	0.7	1.2	0.3
Pick Your Brain	30	Summit Media Group	91	91	87	89	78	0.9	1.2	0.6
Dastardly and Muttley	30	Turner Program Svcs	41	40	103	92	83	0.6	1.1	0.5
Yogi & Friends	VAR	Turner Program Svcs	42	40	92	92	86	0.8	1.1	0.4
Jack Hanna's Animal Adventure	30	Worldvision Entmnt	145	141	54	94	75	1.6	1.0	0.7
Name Your Adventure	30	NBC		Network	24	94	52	2.5	1.0	1.4
Running the Halls	30	NBC		Network	54	96	26	1.6	0.9	2.1
Twinkle, the Dream Being	VAR	Zodiac Entmnt	65	65	103	96	113	0.6	0.9	--
Bill Nye the Science Guy (Repeat)	VAR	Buena Vista TV	15	15	92	98	94	0.8	0.8	0.3
Scratch	30	Muller Media	100	96	77	98	69	1.1	0.8	0.9
T-Rex	VAR	All American TV	28	28	108	98	105	0.5	0.8	0.1
Underdog	VAR	Program Exchange	14	14	108	98	94	0.5	0.8	0.3
What's Up Network	30	For Kids by Kids, Inc	47	46	97	102	83	0.7	0.7	0.5
Bullwinkle Show	VAR	Program Exchange	26	26	108	103	101	0.5	0.6	0.2
Square One TV	30	PBS	135	122	113	103	101	0.3	0.6	0.2
Cappelli & Company	30	WTAE-TV	6	6	81	105	117	1.0	0.5	
Long Ago and Far Away	30	PBS	93	90	116	105	105	0.2	0.5	0.1
Nick News	30	Viacom Intl	161	161	81	105	94	1.0	0.5	0.3
Real News for Kids	30	Turner Program Svcs	91	89	97	105	86	0.7	0.5	0.4
Stunt Dawgs	VAR	Claster TV	19	19	108	105	86	0.5	0.5	0.4
Energy Express	VAR	Tribune Entmnt	87	85	81	110	94	1.0	0.4	0.3
Newton's Apple	30	PBS	138	129	97	110	101	0.7	0.4	0.2
Hallo Spencer	VAR	Saban Entmnt	40	40	113	112	113	0.3	0.3	--
Romper Room and Friends	VAR	Claster TV	17	17	108	112	117	0.5	0.3	
Young People's Specials	30	Multimedia Entmnt	19	19	87	112	78	0.9	0.3	0.6
News for Kids	30	KCNC-TV	8	8	42	115	62	2.0	0.2	1.0
Superbook	VAR	Cont Bcst Network	7	7	118	115	113	0.1	0.2	--

Children's Programming Analysis

November 4 - December 1, 1993

Combined Ranking

Sources: *NSI Report on Syndicated Programs, November 1993*

NSI Report on PBS Program Audiences, November 1993

NTI Children's Programming Ranking, 11/4-12/01/93

Program Name	Duration	Source	Stns	Mkts	Ranking			Average Audience		
					TVHH	Kids 2-11	Teens	TVHH	Kids 2-11	Teens
Children's Room	VAR	Monitor Channel	16	16	118	117	117	0.1	0.1	
Club Connect	30	PBS	58	55	118	117	113	0.1	0.1	—
Flying Horse	30	CBN Syndication	6	6	113	119	117	0.3	--	
In the Mix	60	PBS	60	57	116	120	105	0.2	--	0.1

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Methodology

All audience estimates are taken from Nielsen Media Research products for the Fall 1993 cycle or "sweep." The fall sweep of local television markets covered the period November 4 through December 1, 1993. Audience estimates for syndicated shows come from the *NSI Report on Syndicated Programs--Volumes 1 & 2*, November 1993. Each syndicated program's *average audience* is its average rating among those reported stations which telecast the program.

Estimates of programs appearing on public television stations come from the *NSI Report on PBS Program Audiences*, November 1993. The *average audience* for PBS shows is the program's equivalent national rating. Estimates for network programs logged as children's by the respective network were computed by Nielsen from its Nielsen Television Index database and supplied to NAB. The *average audience* of ABC, CBS, Fox and NBC programs is the average of that show's telecasts during the period from 11/4/93 through 12/1/93 which coincides with the local market "sweep." For further information concerning the preparation and limitation of these data, please contact Nielsen Media Research (212) 708-7500. All audience estimates are copyrighted by Nielsen Media Research and may not be used without permission of Nielsen Media Research.